

REASONS FOR DIFFICULT 312 708 AREA CODE TRANSITION

Q48: Why do you find the transition difficult?

	Somewhat/Very Difficult					
	Cellular Customers	Landline Customers	Business Customers	Cellular Customers	Landline Customers	Total Customers
I had to learn the new numbers and I am still having difficulty/It was difficult because people were not used to dialing the extra numbers/harder to learn	43%	50%	39%	48%	46%	36%
Confused a lot of people/I keep dialing the wrong number/Too complicated/Only because I had to remember which area code to dial	23	19	26	25	29	9
It would have been easier to leave it alone	9	4	12	5	4	14
It was a change and I had to get used to it/ Nobody likes changes	8	8	8	10	8	32
Because you get charged for it and didn't used to get charged before/Charged an additional rate for 708	7	---	10	10	13	5
More notice was needed of the area code change/It wasn't explained properly	4	12	---	3	---	14
Other miscellaneous responses	9	12	8	3	4	5
Don't know/Refused/NA	1	---	2	---	---	5
Sample Size	12	25	5	40	24	122

* Caution: Small Sample Size

REASONS FOR EASY 312 FOR TRANSITION

DATA FROM THE 1994 CONSUMER MARKET ANALYSTS SURVEY

	Very/Somewhat Easy					
	Overall Customers	Home Customers	Small Business Customers	Office Customers	Pager Customers	Total Business
It was not complicated/No problem with it/There is nothing hard about it/It was no big deal	32%	35%	29%	30%	26%	19%
Everyone was informed/We were given plenty of notice ahead of time/People were prepared	11	15	7	15	15	31
The operator came on the line with the new area code/Operator tells you when you are not dialing correctly/There is a recording to make you aware of the new area code	10	9	10	10	11	21
I know that 312 is the Chicago area and 708 is suburban areas/312 is Chicago and 708 is everything else	8	7	10	9	10	7
I became accustomed to it/I got used to it quickly/After a day, it became a habit/Something you had to adjust to	7	6	7	5	5	1
It was a new thing to remember/I just had to remember the new area code/Would have to learn some new numbers	6	6	6	7	7	5
(Sample Size)	(703)	(290)	(337)	(283)	(202)	(200)

NOTE: A complete listing of all responses can be found in The Data Tabulations.

EASE OF 7-11 TO AREA CODE
TRANSITION

Q4. How easy or difficult was it for you to transition to the new area code?

	Customers			Callers	Pager	Total
	Business	Home	Other	Customers	Customers	Business
Very easy	57%	62%	52%	55%	50%	53%
Somewhat easy	31	29	32	34	37	35
Somewhat difficult	8	6	10	8	9	10
Very difficult	2	1	3	1	2	2
Don't know/Refused/NA	3	2	4	1	3	1
Combined Responses:						
Very/Somewhat easy	88%	91%	84%	89%	87%	88%
Very/Somewhat difficult	10	7	13	9	10	11
Sample Size	(63)	(45)	(402)	(440)	(234)	(200)

PERCEIVED REASONS FOR ADDING 708 AREA CODE

PERCEIVED REASONS FOR ADDING 708 AREA CODE

	Businesses	Residential	Mobile	Pager Customers	Other Customers	Total
Running out of numbers due to technologies/ Not enough numbers/Need more phone numbers	36%	37%	33%	39%	36%	36%
The volume of numbers in the 312 area code was too high/The 312 area code was getting too full/To free up numbers in the 312 area code	18	23	14	21	18	26
Population/Population getting too large	9	13	5	11	6	10
To break into different areas/To distinguish suburbs from cities/To break up Chicago from all the other areas in the city	8	8	7	7	9	5
Too many numbers/Too many phones	4	5	2	7	7	12
To increase phone lines	2	2	3	3	3	3
To make it easier to call the suburbs	2	—	3	1	3	1
To make more money	1	—	2	1	1	—
Sample Size	(93)	(40)	(402)	(440)	(234)	(200)

*Less than .5% response.

NOTE: For a complete listing of responses see Data Tabulations

METHOD OF LEARNING ABOUT 708 AREA CODE ADDITION

	312 Area Code Customers	708 Area Code Customers	312 Area Code Customers	Cable Customers	Pager Customers	Total Business
Television	30%	24%	35%	29%	33%	31%
Newspaper	25	29	21	26	23	38
Information included with telephone bill	19	25	12	17	17	31
Word-of-mouth/Friend-Relatives	17	12	22	12	19	6
Radio	8	7	9	7	7	14
Flyer/Newsletter	4	5	4	6	5	10
Advertisement (unspecified)	3	3	3	5	3	1
When my area code changed from 312 to 708/708 to 312/They changed our number	2	4	*	4	3	---
We lived in the area/Work in the area/workplace	2	1	3	3	2	---
I made a call and got recording to change/They called	2	1	3	2	4	---
Magazine	1	2	1	1	1	1
Other	2	2	2	2	2	2
Don't know/Refused/...	9	10	8	11	10	16
Sample Size	300	261	402	440	234	200

* Less than .5% response.

"Let's begin with some questions regarding the 708 area code which was added in Illinois a few years ago..."

Q1. Were you aware of this area code addition?

- 1 Yes (CONTINUE)
 - 2 No (TERMINATE)

 - 8 Don't know (TERMINATE)
 - 9 Refused/NA (TERMINATE)
-

Q2. How did you find out about the 708 area code addition? (ASK AS OPEN
END; CODE BELOW; MULTIPLE MENTIONS ALLOWED)

- 01 Television
 - 02 Radio
 - 03 Newspaper
 - 04 Magazine
 - 05 Information included with telephone bill
 - 06 Flyer/Newsletter
 - 07 Trade show
 - 08 Word-of-mouth/Friends/Relatives

 - 96 Other _____ (SPECIFY)

 - 98 Don't know
 - 99 Refused/NA
-

Q3. ...and what is your understanding of the reasons for adding the 708 area
code?

Q4. Overall, would you say the transition from 312 to the 708 area code was...(READ BELOW)

- 1 Very easy (CONTINUE)
 - 2 Somewhat easy (CONTINUE)
 - 3 Somewhat difficult (GO TO Q4B)
 - 4 Very difficult (GO TO Q4B)

 - 8 Don't know (GO TO Q5)
 - 9 Refused/NA (GO TO Q5)
-

Q4A. Why did you feel the transition was easy? (PROBE WITH: "What specifically made the transition easy?")

(GO TO Q5)

Q4B. Why did you feel the transition was difficult? (PROBE WITH: "What could have been done to make the transition easier?")

Q5. Did you have any particular concerns about the new area code addition?

- 1 Yes (CONTINUE)
 - 2 No (SKIP Q5A)

 - 8 Don't know (SKIP Q5A)
 - 9 Refused/NA (SKIP Q5A)
-

Q5A. What specific concerns did you have about the new area code addition? (PROBE FOR SPECIFICS)

(READ ALL)

"As you may know, other major metropolitan areas such as New York, Boston, Detroit and Los Angeles have added new area codes due to a shortage of numbers. This shortage of numbers is the result of population growth and increased usage of telecommunications products and services such as fax machines, cellular phones, pagers and second telephone lines in homes."

"However, future area codes will not be added on a geographic basis the way the 708 area code was added, where one side of a boundary retains the current area code and the other side has a new area code. The reason for this is, area codes will need to be added more frequently, and it would be difficult to draw boundaries that are easily recognizable and understandable. Therefore, alternative methods of adding area codes must be developed."

"In addition, it is estimated that within the next several years, it will become necessary in major metropolitan areas to dial 10-digits for all calls you make -- that is, the area code plus the 7-digit number -- whether the calls are within or outside of your area code."

"Now, let's talk about two possible options for adding future area codes. I will be describing the key points of each option to you separately and then asking you for your preference of the two options."

(ROTATE OVERLAY AND WIRELESS OPTIONS)

OVERLAY OPTION:

The first/second option is called the Overlay plan. With the Overlay plan:

- ▶ There would be no geographic boundary for a new area code;
- ▶ Any new telephone numbers distributed in the current 708 area code region would have a new area code, while customers who are currently in the 708 area code would retain the 708 area code; and
- ▶ All calls would be placed by dialing 10-digits -- that is, the area code plus the 7-digit number -- regardless of whether the call is to a number in the same area code; and

Q6. Now, based on this information, what are your reactions to the Overlay plan? (PROBE FOR ADVANTAGES, DISADVANTAGES)

WIRELESS OPTION:

The first/second option is called the Wireless plan. "Wireless" refers to cellular or car phones and pagers, as opposed to lines for your home or business. With the Wireless plan:

- ▶ There would be no geographic boundary for a new area code;
- ▶ Any new numbers distributed for cellular phones or pagers would have a new area code, while lines for your home or business in the 708 area code would retain the 708 area code;
- ▶ When calling an individual's cellular phone or pager, you would dial a new area code plus the 7-digit number. For all other calls, dialing patterns would remain the same as they are today; and
- ▶ All current cellular and pager customers would need to have their cellular phone or pager reprogrammed to a new area code. Cellular Customers would be required to bring their cellular phone to a dealer for reprogramming, while Pager Customers would be reprogrammed automatically.

Q7. Now, based on this information, what are your reactions to the Wireless plan? (PROBE FOR ADVANTAGES, DISADVANTAGES)

Q8. Now, of these two options, which plan would you prefer for a future area code addition...? (ONLY READ CODES 1 AND 2 BELOW; ONE MENTION ONLY)

(ROTATE 1 AND 2)

- 01 The **Overlay Plan** (READ IF NECESSARY: where there would be no geographic boundary for a new area code; any new telephone numbers distributed in the current 708 area code region would have a new area code; and all calls would be placed by dialing 10-digits -- that is, the area code plus the 7-digit number -- regardless of whether the call is to a number in the same area code); or (GO TO Q8B)
- 02 The **Wireless Plan** (READ IF NECESSARY: where would be no geographic boundary for a new area code; any new numbers distributed for cellular phones or pagers would have a new area code, while lines for your home or business in the 708 area code would retain the 708 area code; when calling an individual's cellular phone or pager, you would dial a new area code plus the 7-digit number. For all other calls, dialing patterns would remain the same as they are today; and all current cellular and pager customers would need to have their cellular phone or pager reprogrammed to a new area code. Cellular Customers would be required to bring their cellular phone to a dealer for reprogramming, while Pager Customers would be reprogrammed automatically); (or) (GO TO Q8A)
- 03 Makes no difference (READ: "If you had to choose one or the other option, which would it be?" RE-READ OPTIONS IF NECESSARY AND CODE) (GO TO INSTRUCTIONS BEFORE Q9)
- 96 Other _____ (SPECIFY) (READ: "If you had to choose one or the other option, which would it be?") (RE-READ OPTIONS IF NECESSARY AND CODE) (GO TO INSTRUCTIONS BEFORE Q9)
- 97 None/Neither option (READ: "If you had to choose one or the other option, which would it be?" RE-READ OPTIONS IF NECESSARY AND CODE) (GO TO INSTRUCTIONS BEFORE Q9)

- 8 Don't know (GO TO INSTRUCTIONS BEFORE Q9)
 - 9 Refused/NA (GO TO INSTRUCTIONS BEFORE Q9)
-

(ASK Q8A IF WIRELESS OPTION WAS PREFERRED -- CODE 2 IN Q8; OTHERWISE, GO TO Q8B)

Q8A. Now, as I mentioned earlier, it is estimated that within the next several years, it will become necessary in major metropolitan areas to dial 10-digits for all calls you make -- that is, the area code plus the 7-digit number -- whether the calls are within or outside of your area code. Knowing this information, does this change your preference for the Wireless Option?

- 1 Yes
 - 2 No

 - 8 Don't know
 - 9 Refused/NA
-

Q8B. Why do you prefer this option? (PROBE FOR SPECIFICS)

(IF OVERLAY OPTION WAS PREFERRED IN Q8 (CODE 1) AND RESPONDENT RAISED QUESTIONS/CONCERNS ABOUT REPROGRAMMING CHARGES FOR THE WIRELESS OPTION, ASK Q8C; OTHERWISE, GO TO Q9)

Q8C. If there was no charge for reprogramming cellular phones or pagers with the Wireless plan, would this change your preference?

- 1 Yes
 - 2 No

 - 8 Don't know
 - 9 Refused/NA
-

Q9. Do you have any further suggestions or comments you would like to make about future area code additions?

- 1 Yes (CONTINUE)
- 2 No (GO TO QD1)
- 8 Don't know (GO TO QD1)
- 9 Refused/NA (GO TO QD1)

Q9A. (RECORD SUGGESTIONS/COMMENTS BELOW)

Finally, I have just a few questions for classification purposes only...

QD1. How many telephone lines (with different numbers) do you have in your home?

- 1 One
- 2 Two
- 3 Three
- 4 Four or more

- 8 Don't know
- 9 Refused/NA

QD2. Do you have a personal computer?

- 1 Yes (CONTINUE)
 - 2 No (GO TO QD3)

 - 8 Don't know (GO TO QD3)
 - 9 Refused/NA (GO TO QD3)
-

QD2A. Do you have a modem for your personal computer?

- 1 Yes
 - 2 No
 - 8 Don't know
 - 9 Refused/NA
-

QD3. Do you have a cellular or mobile phone?

- 1 Yes (CONTINUE)
 - 2 No (GO TO QD4)
 - 8 Don't know (GO TO QD4)
 - 9 Refused/NA (GO TO QD4)
-

QD3A. Do you use your cellular or mobile phone primarily for business or for personal use?

- 1 Personal use (GO TO QD3C)
 - 2 Business use (CONTINUE)
 - 3 Both (CONTINUE)
 - 8 Don't know (GO TO QD3C)
 - 9 Refused/NA (GO TO QD3C)
-

QD3B. Is your cellular or mobile phone number printed on your business card?

- 1 Yes
 - 2 No
 - 3 Don't have a business card
 - 8 Don't know
 - 9 Refused/NA
-

QD3C. ...and what percentage of your cellular or mobile calls are inbound versus outbound?

(% INBOUND)

(% OUTBOUND)

(NOTE: PERCENTAGES FOR INBOUND + OUTBOUND MUST TOTAL 100%)

98 Don't know

99 Refused/NA

QD4. Do you have a pager?

1 Yes

2 No

8 Don't know

9 Refused/NA

QD5. What is your age?

(RECORD AGE)

99 Refused/NA

QD6. What is the last grade or level of school you completed? (ASK AS OPEN END; CODE BELOW)

1 Grade school or less (Grade 1 - 8)

2 Some high school (Grade 9 - 11)

3 Graduated high school

4 Vocational school/Technical school

5 Some college - 2 years or less

6 Some college - more than 2 years

7 Graduated college

8 Post graduate work

9 Refused/NA

QD7. Are you currently...(READ 1 - 5 BELOW; 1 ANSWER ONLY)

- 01 Employed and working full-time
 - 02 Employed and working part-time
 - 03 Self-employed
 - 04 Unemployed
 - 05 Retired
 - 06 Homemaker
 - 07 Temporarily laid off (DO NOT READ)

 - 96 Other _____ (SPECIFY)

 - 99 Refused/NA
-

QD8. What is your present marital status?

- 1 Single (GO TO QD9)
 - 2 Married (CONTINUE)
 - 3 Divorced (GO TO QD9)
 - 4 Separated (GO TO QD9)
 - 5 Widow/Widower (GO TO QD9)

 - 8 Don't know (GO TO QD9)
 - 9 Refused/NA (GO TO QD9)
-

QD8A. ...and is your spouse currently...(READ CODES 1 - 4 BELOW)

- 01 Employed and working full-time
 - 02 Employed and working part-time
 - 03 Self-employed
 - 04 Unemployed
 - 05 Retired
 - 06 Homemaker
 - 07 Temporarily laid off (DO NOT READ)

 - 96 Other _____ (SPECIFY)

 - 98 Refused/NA
-

QD9. Do you have any children 18 years or younger living in your household?

- 1 Yes
 - 2 No
 - 8 Don't know
 - 9 Refused/NA
-

QD10. ...and how long have you lived at your current address?

- 1 Less than 1 year
 - 2 1 - 5 years
 - 3 6 - 10 years
 - 4 Over 10 years
 - 5 All my life
 - 9 Refused/NA
-

QD11. ...and is your racial or ethnic heritage... (READ BELOW)

- 01 White
 - 02 African American
 - 03 Hispanic
 - 04 American Indian
 - 05 Asian
 - 96 Other _____ (SPECIFY)
 - 99 Refused/NA
-

QD12. Finally, which of the following income groups best describes your total household income in 1993 before taxes? (Just stop me when I read the correct category)

- 1 Under \$10,000
- 2 \$10,000 - \$20,000 (\$19,999)
- 3 \$20,000 - \$30,000 (\$29,999)
- 4 \$30,000 - \$40,000 (\$39,999)
- 5 \$40,000 - \$50,000 (\$49,999)
- 6 \$50,000 - \$60,000 (\$59,999)
- 7 \$60,000 - \$70,000 (\$69,999)
- 8 \$70,000 - \$80,000 (\$79,999)
- 9 \$80,000 - \$90,000 (\$89,999)
- 10 \$90,000 - \$100,000 (\$99,999)
- 11 \$100,000 or more

12 Don't know

13 Refused/NA

QD13. Gender (BY OBSERVATION)

- 1 Male
 - 2 Female
-

INTERVIEWER READ:

"Now, I just need to record your first name and confirm the telephone number where I reached you."

(RECORD NAME AND CONFIRM TELEPHONE NUMBER)

NAME _____

TELEPHONE NUMBER _____

INTERVIEWER READ:

"Thank you for your participation in this study. Your comments and opinions are very important to us and we appreciate your time and consideration. Have a good night."

810 637 1450
FAX: 810 637 1450 TO 810284535251070 F101

CONSUMER MARKET ANALYSTS

2301 West Big Beaver

Suite 411

Troy, MI 48064

URGENT
TRANSMISSION

DATE: *July 15, 1994*

TIME: *4:26 pm Eastern*

DELIVER TO: *Rita Gaskins, Ameritech*

FAX NUMBER: *(312) 845-3525*

NUMBER OF PAGES TO FOLLOW: *36 pages*

PERSON SENDING: *Amy Wagner*
Consumer Market Analysts

COMMENTS:

Attached are the 36 Summary Tables with information on Paging Customers added. As you will see, 71% of Consumers who indicated they have a pager preferred the Wireless Plan, while 23% chose the Overlay Plan (based on a sample size of n=234). This is not statistically different from the 67% of Consumers, 69% of Cellular Customers and 73% of Business Customers who preferred the Wireless Plan.

Rita, please let me know if you would like these sent to anyone overnight for Monday morning delivery, and feel free to call with any questions.

If you have any problems or questions concerning this transmission, please dial (810) 637-1400.

AWARENESS OF JOB AREA CODE ADDITION

Q: *When you were hired, were you aware that the company was adding area codes to its telephone numbers?*

	Area Code Customers	Area Code Customers	Area Code Customers	Area Code Customers	Area Code Customers	Total Business
Yes	100%	100%	100%	100%	100%	100%
No	---	---	---	---	---	---
Sample Size	200	200	200	200	234	200

Note: This is a screener question. The interview was continued only with respondents who said "yes".

FINAL

AREA CODE RESEARCH

VERSION A: CONSUMERS IN 708 AREA CODE
(n = 300)

April 21, 1994

QUOTAS:

- 1 Male (n = 150)
- 2 Female (n = 150)

INTRODUCTION:

"Hello, my name is _____ from Consumer Market Analysts, a national marketing research firm headquartered in Michigan. We are conducting a study regarding new area code additions. This survey should last approximately 5 to 10 minutes, and this is not a sales call -- we will in no way try to sell you anything.

QA. Is this a good time for me to complete this survey with you?

- 1 Yes (CONTINUE)
 - 2 No (SCHEDULE CALLBACK)
-

(CONFIRM THAT RESPONDENT IS 18 YEARS OF AGE OR OLDER, IF NECESSARY)

QB. First, are you or any other members of your household employed by a telecommunications company, an advertising agency or a marketing research company?

- 1 Yes (THANK AND TERMINATE WITH SCRIPT BELOW)
 - 2 No (CONTINUE)
 - 8 Don't know (THANK AND TERMINATE WITH SCRIPT BELOW)
 - 9 Refused/NA (THANK AND TERMINATE WITH SCRIPT BELOW)
-

TERMINATION SCRIPT:

"Because of your household's connection with one of these types of organizations, we are unable to speak with you at this time. Thank you for your time, and have a good night."

QUESTIONNAIRE

**BUSINESS DEMOGRAPHICS
CONTINUED**

	TOTAL
PERCENTAGE OF CELLULAR PHONE USAGE INBOUND	
None	4%
1% - 9%	14
10% - 19%	15
20% - 29%	14
30% - 39%	6
40% - 49%	3
50% - 59%	20
60% - 69%	5
70% - 79%	4
80% - 89%	4
90% - 99%	3
100%	1
(Sample size)	(113)

**BUSINESS DEMOGRAPHICS
CONTINUED**

	TOTAL
PERCENTAGE OF CELLULAR PHONE USAGE OUTBOUND	
None	1%
1% - 9%	1
10% - 19%	2
20% - 29%	5
30% - 39%	3
40% - 49%	5
50% - 59%	20
60% - 69%	6
70% - 79%	11
80% - 89%	9
90% - 99%	27
100%	3
(Sample size)	(113)
USE OF PAGERS	
Yes	39%
No	59
(Sample size)	(200)

**BUSINESS DEMOGRAPHICS
CONTINUED**

	TOTAL
NUMBER OF CELLULAR PHONES	
One phone	30%
Two phones	21
Three phones	13
Four phones	8
Five phones	5
6 - 10 phones	12
11 - 20 phones	5
More than 20 phones	4
NUMBER PRINTED ON BUSINESS CARDS	
Yes	20%
No	78
(Sample size)	(200)

**BUSINESS DEMOGRAPHICS
CONTINUED**

	TOTAL
PRIMARY BUSINESS ACTIVITY**	
Services/Consultant	27%
Retail sales	19
Construction/Contracting	10
Health care	10
Manufacturing	10
Wholesale/distributor	7
NUMBER OF YEARS IN BUSINESS	
1 year or less	3%
1 - 5 years	14
6 - 10 years	19
11 - 20 years	24
More than 20 years	40
USE OF CELLULAR PHONES	
Yes	56%
No	42
(Sample size)	(200)

NOTE: **A complete listing of all responses can be found in The Data Tabulations.